



Position: Director of Annual Giving
Department: Advancement

The Director of Annual Giving will lead the planning and implementation of a comprehensive annual giving campaign to increase philanthropy and engagement among University of Pikeville constituents. In collaboration with Advancement & Alumni Relations team members, the Director of Annual Giving will identify, qualify, cultivate and solicit an assigned portfolio of established and prospective donors while also managing effective stewardship of annual donors to recognize their support.

The University of Pikeville (UPIKE) strives to serve students – 35% of whom are first-generation, 99% of whom receive some form of financial aid, and 18% of whom are non-white at the undergraduate level – by making learning accessible and affordable. One of the University's signature initiatives is Open Educational Resources, which offers no-cost course materials and reduces the economic burden on students and families. The academic programs at the institution utilize flexible delivery modes, including face-to face, hybrid, and online course offerings and programs.

Duties and Responsibilities:

1. Devise and lead strategies to secure annual fund contributions, including encouraging repeat donors to increase their contributions year to year, reactivating lapsed donors and increasing donor retention.
2. Manage a portfolio of annual giving-level gift prospects and develop a pipeline of major gift prospects in coordination with the Director of Major Gifts.
3. Cultivate, solicit and steward current and prospective donors through targeted campaigns, appeals and face-to-face meetings.
4. Develop and oversee a strategy to improve donor acquisition, gift renewal and pledge fulfillment.
5. Oversee multi-channel (mail, phone, email, social media) mass solicitation strategies to increase giving and participation on an annual schedule.
6. Set dollar, participation and qualitative goals for the annual giving program and analyze results/trends to ensure growth in annual giving and donor retention.
7. Modify the university's giving societies and their associated benefits.
8. Lead volunteer recruitment, training and recognition for annual giving activities including alumni, parents and corporate partners.
9. Utilize software to record visits and contact notes to ensure appropriate constituent follow-up and timely recognition of gifts.
10. Draft and annual fund solicitation and acknowledgement letters and coordinate with deans for personalized stewardship as appropriate.
11. Manage the University of Pikeville employee giving program.
12. Attend on-campus and off-campus events, as appropriate.

13. Perform other related duties as needed.

Relationships:

Position requires daily contact with alumni, donors, prospective donors, students, UPIKE faculty and staff, and other constituents in order to expand alumni engagement and inspire philanthropic support.

Relationships are maintained through various modes of communication including, but not limited to, e-mail, telephone, written, and person-to-person contact.

Preferred Qualifications:

- Bachelor's degree or equivalent.
- At least three years of relevant experience, ideally in the higher education setting, is preferred.
- Direct experience managing volunteers.
- Ability to network and grow relationships, leading to philanthropic support.
- Ability to manage an annual campaign.
- A strong sense of fundraising ethics and practices and respect for confidentiality of donor information.
- Outstanding interpersonal and communication skills, with a professional and empathetic approach.
- Willingness to be part of a collaborative environment and work closely with colleagues and constituents.
- Strong organizational skills and attention to detail.
- Ability to communicate clearly and effectively, verbally and in writing.
- Positive attitude and flexible approach.
- Proficiency in Word, Excel, PowerPoint, Outlook and other computer applications.
- Experience working with basic office equipment, e.g. computer, printer, copier.
- Commitment to the University of Pikeville mission.

The University of Pikeville offers a competitive salary commensurate with qualifications and experience. UPIKE offers a competitive benefits package including medical, dental, vision, and life insurance, telemedicine, long-term disability, tuition waivers, a 403(b)-retirement plan, and HSA, FSA, & dependent care accounts. UPIKE also offers a generous holiday schedule and paid leave program.

Important Notes: Resume and other application materials will be reviewed to determine if you meet the required qualifications for the position. If it is determined that you meet the required qualifications, your application materials will be used to identify a top group of the most highly qualified candidates. Please, specifically address the qualifications, competencies and desired qualifications in your resume and application materials.

The University of Pikeville is committed to providing a safe and productive learning, living and working community. To achieve this goal, we conduct background investigations for all final applicants being considered for employment. Background investigations include a criminal history record check, and when appropriate, a financial and/or motor vehicle history.

The University of Pikeville is an equal opportunity employer committed to assembling a diverse, broadly trained faculty and staff. The University of Pikeville does not discriminate on the basis of race, ethnicity, color, sex, gender, gender identity, sexual orientation, religion, national origin, age or disabilities in its programs, activities, hiring, or the admission of students.

For more information about the University of Pikeville, please visit <http://www.upike.edu>. Interested applicants should complete the online application by visiting <https://www.upike.edu/offices/human-resources/careers/>. In addition to the application, interested applicants are requested to attach to their application a letter of interest, current resume, and the contact information for three to five professional references.